

Hotel Russell

London

External Signage
Design & Access Statement

December 2016



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1.0 - Hotel Russell

Introduction

Introduction

1.1 Purpose of Statement

This Design & Access Statement for external signage has been prepared by EPR Architects on behalf of Starwood Capital. It accompanies an application for Listed Building Consent for the alteration of the building.

The extent of works covered in this application involves the removal of existing signage and installation of new.

This report responds to requirements under Article 4c of the Town & Country Planning (Development Management Procedure) (England) Order 2010 (the "DMPO") for most planning applications to be accompanied by a Design & Access Statement that explains the design principles and concepts that have been applied to the development; and how issues relating to access within the development is dealt with.

Introduction

1.2 Project Team

- Client - Starwood Capital
- Project Manager - Tower 8
- Architect - EPR Architects Limited
- Signage Consultants, Manufacturers and Installer - Rivermeade Signs Limited

Introduction

1.3 Character & Continuity

To develop the building's signage respectful of the building's original design and heritage importance, and in a manner that is in keeping with the surrounding buildings and area.

1.4 Market Demand

The proposal is part of a much needed refurbishment programme initiated by the owner of the hotel with the intention of reinvigorating the already special nature of this building. The aim is to enhance the overall facilities offered by the hotel, as well as the service and operation, to support the current activities in the area.

1.5 Quality

To ensure a high quality design appropriate for a Grade II* Listed Building and high level 4 Star Hotel.

1.6 Signage Proposal

The aim is to enhance the existing building through considerate design of internal and external signage. It is key to the team that the proposals are both sympathetic and complementary to the existing architecture and add value to the heritage of the building.

2.0 - Hotel Russell

Understanding the Context



Aerial View



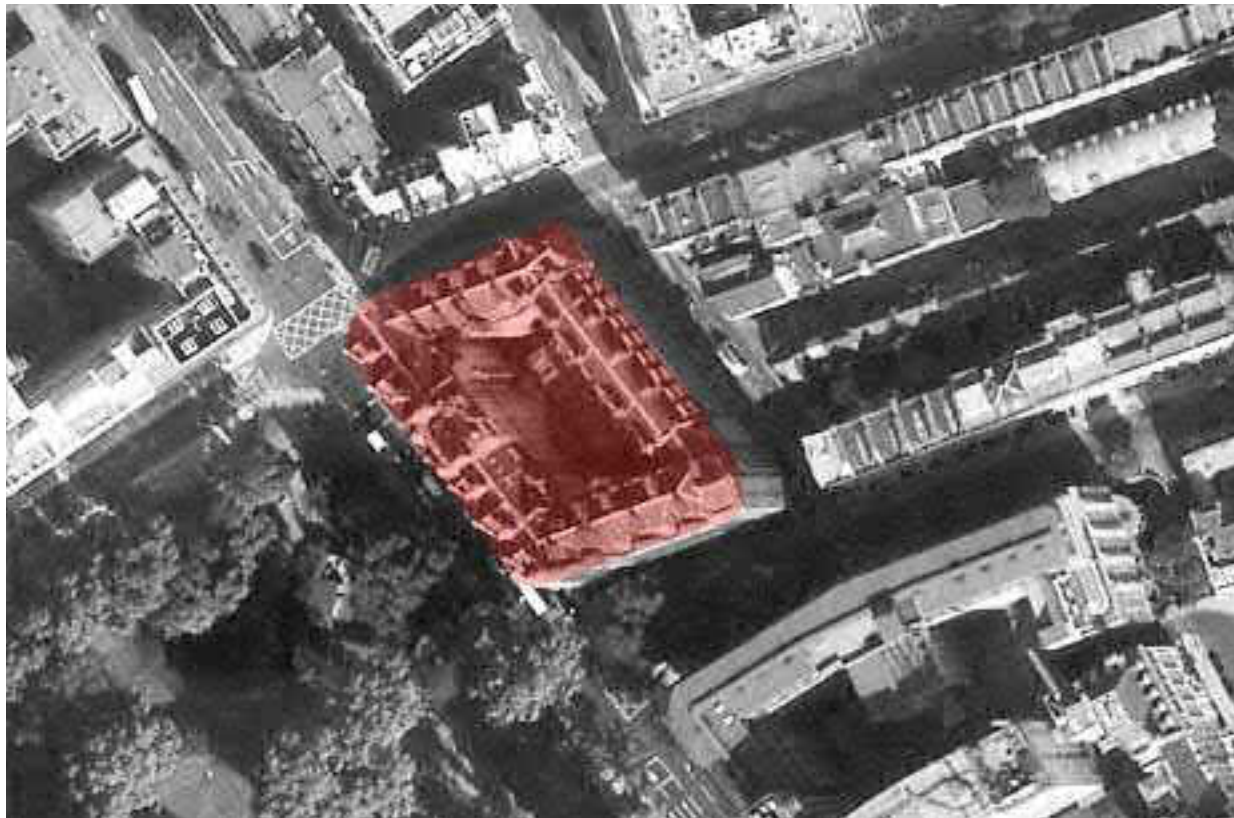
Hotel Russell - Aerial View



Hotell Russel - Aerial View



Hotel Russell - Russell Square Elevaton



Understanding the Context

2.1 Urban Context

The Hotel Russell is prominently located on the north-east corner of Russell Square within the Bloomsbury Conservation Area. Its four key external elevations face Russell Square, Bernerd Street, Guilford Street & Herbrand Street.

A diverse mix of architectural styles now exists around the square with a mixed business & residential usage. The prime business usage includes The University of London, a number of other hotels, banks and some supporting retail. It is also close to and overlooks the British Museum.



The Imperial Hotel, Russell Square



The Imperial Hotel, External Seating Area



'Sicilian Avenue' Market Entrance, Southampton Row



Russell Square House



Russell Square Cafe



Russell Square Station



Brunswick Shopping Centre



The British Museum - View from Hotel Russell



Institute of Advanced Legal Studies

Understanding the Context

2.1 Urban Context

Photos of neighbouring buildings, showing diverse mix of architectural styles and functions.

Understanding the Context

2.2 Building Context

The Hotel Russell is a Grade II* Listed Building, designed by the Architect Charles Fitzroy Doll and opened by Frederick Hotels in 1898.

It was one of the first purpose built hotels in London with en-suite bathrooms, and was originally considered to be high-end luxury, although of 'conservative architectural taste'.

The architecture is an adaption of the German renaissance style and a rare example of late renaissance architecture in London. The hotel interior design were replicated by Doll with his work on the RMS Titanic's first class lounge and dining room.

The hotel was damaged during the war and has since undergone several refurbishments, most noticeable in the 1970's and most recently in 2005.

[Refer to CgMs Heritage Assessment for further historical context.]



The Hall from the Main Entrance



Arcade Gallery to the Hall, First Floor



Sunken glass-roofed Winter Garden serving as a lounge to the ballroom.
Interior Design Journal 1972



Main Entrance



Entrance to the Banqueting Hall from the Winter Garden



Architect Charles Fitzroy Doll



Plaster-moulded female figures in the Entrance Hall

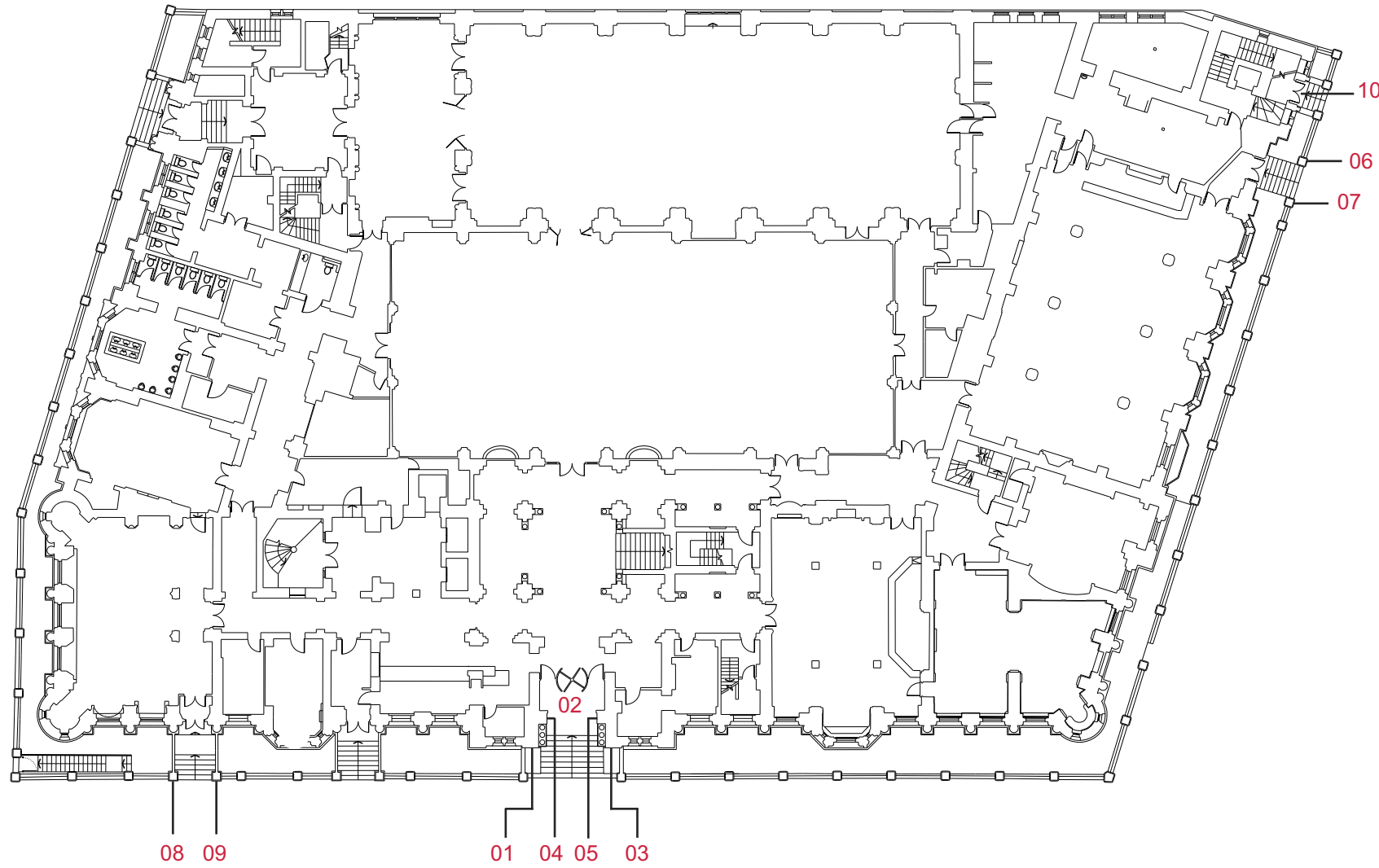
Analysis

Analysis

3.1 Existing External Low Level Signage

The existing low level signage is shown on the following photographs. There appears to be no continuity in materiality in the signage at this level and the black and timber frames in particular are not sympathetic to the design of the building. The majority of existing signage is also now weathered and in poor condition requiring replacement.

It is proposed therefore to replace this signage for new, with designs that are both sympathetic and complimentary of the existing building.



Existing Ground Floor Plan
Locations of existing signage to be sensitively removed.



Existing sign 1, 2 & 3 - Main entrance fascias.



Existing sign 4 - Main entrance fascias



Existing sign 5 - Main entrance fascias



Existing sign 6 - Restaurant Menu Board

Analysis

3.1 Existing External Low Level Signage



Existing sign 7 - Restaurant Menu Board



Existing sign 8 - Bar Menu Board



Existing sign 9 - Bar Menu Board



Existing sign 10 - Fire Exit Keep Clear Sign

4.0 - Hotel Russell

Proposals

Proposal

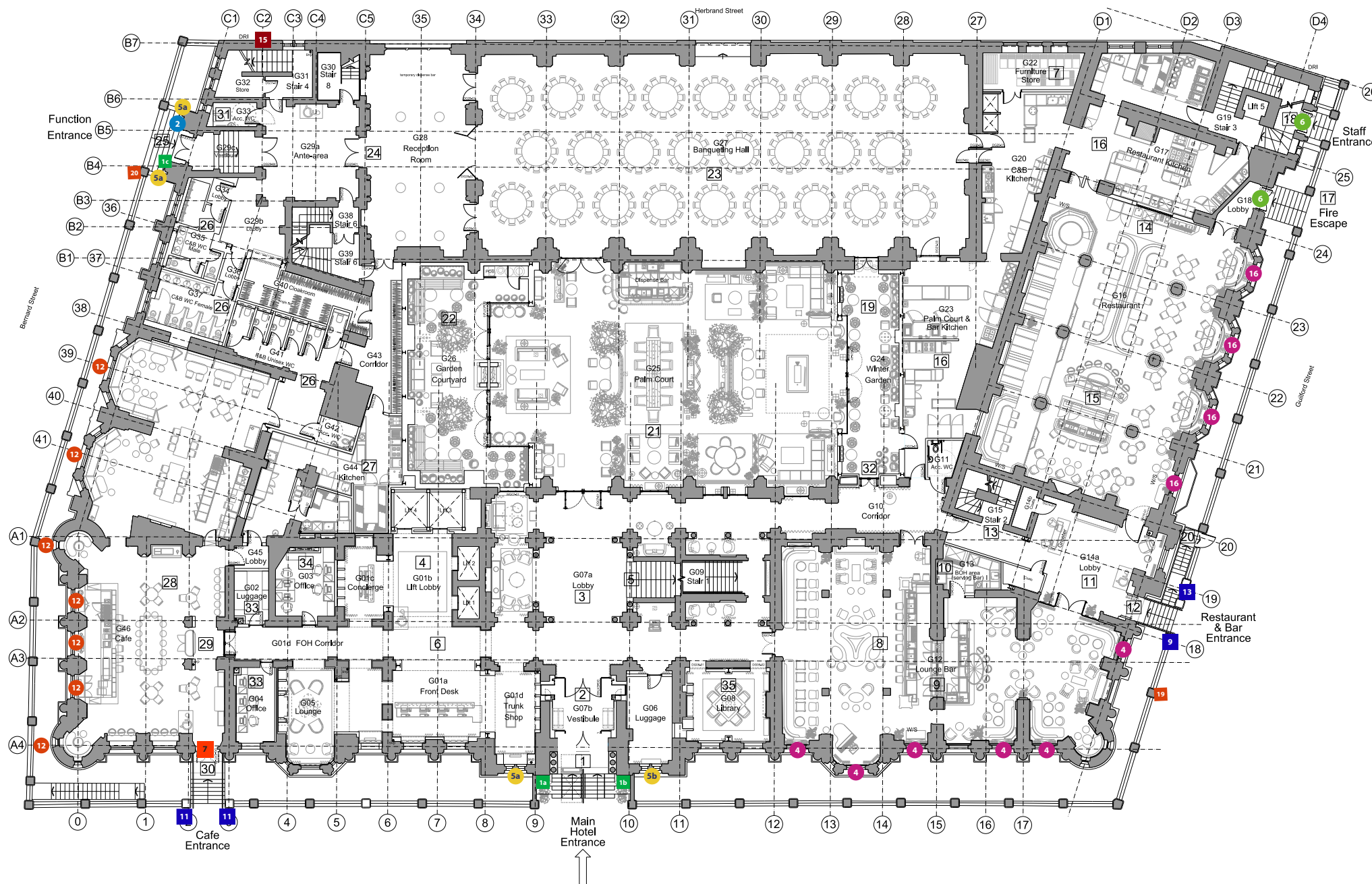
4.1 Proposed External Low Level Signage

The proposal is to remove the existing low level ground signage and install newly fabricated signs in their place with a small number of additional locations as shown on the plan across.

The new signs are to be illuminated by internal LEDs either within an aluminium frame or backlit. The signs themselves are constructed by stainless steel and aluminium and will come in a range of sizes to best suite each individual sign location.

The proposed type face is in line with the Client's brand style and is designed to be both fashionable and sympathetic to the rest of the building.

Drawings of the proposed signs are included within this application.



Proposed Ground Floor External Signage Plan